



Green Hospitality

Sustainability Resources
for Kentucky's Lodging Industry



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How to use this toolkit

This document is set up to help you through the steps of greening your facility, from assessment to implementation. Each section supplies you with objectives and performance indicators. After assessing your property and deciding what green projects to implement, simply use our assessment workbook sheet to document your progress.

Make the Commitment

Establishing a green commitment and mission will help guide you and your employees in carrying out your new objectives. Make sure your language is strong, succinct and will help inspire participation.

Objectives:

- Secure broad-based internal and external support for green initiatives.
- Set broad goals and timelines for green initiatives.
- Embed environmental and social sustainability values into official documents.
- Provide annual funding for green projects.
- Ensure accurate reporting of progress.

Performance Indicators:

- Existence of a commitment statement
- Number of people to whom the commitment statement is sent
- Existence of timeline and identified activities
- Percent of budget set aside for green initiatives and management
- Existence of a green management team
- Existence of environmental and social sustainability values into at least one official document (e.g. mission statement, vision, values statement, etc.)

Best Management Practices:

Make a commitment to environmental and social sustainability by drafting a public commitment statement that is distributed widely throughout your organization and your community.

- The chief executive of the Sydney Convention and Exhibition Centre has committed to sustainability and has drafted an environmental policy statement. http://www.scec.com.au/environmental_policy/index.cfm
- The Hilton family of hotels posts its environmental commitment on its homepage. <http://www.hiltonworldwide.com/aboutus/commitmentaction.htm>
- Historic Maple Hill Manor Bed and Breakfast highlights its environmental commitment on its website. <http://www.maplehillmanor.com/green-lodging.html>

Identify stakeholders and get them involved in formulating green policies.

- “What to Do When Stakeholders Matter” is a good guide to how and why firms should identify stakeholders. <http://www.wagnerbriefing.com/downloads/Bryson%20Stakeholder%20ID%20and%20Analysis%20PMR%20Article.pdf>

Define your scope by identifying activities that need to be addressed and drafting a timeline for implementation. A well drafted plan will help you implement improvements and accurately track them.

Include money for green initiatives and management in your annual budget. Some opportunities are free, but others may involve some costs up-front. Plan accordingly.

Establish a green management team made up of representatives from different departments to oversee the budgeting, implementation and reporting of green measures. This team should set benchmarks and report regularly on the progress of the performance indicators and results. Many of the methods listed in Section 2 could be implemented through this management team.

Assessment and Planning

As the folks at Franklin Covey would say, begin with the end in mind.

Objectives:

- Establish a concrete sustainability plan with measurable goals, a reasonable timeline, and cost-effective realistic practices.
- Identify environmental problem areas in the facility.
- Inform employees and community members of green values and accomplishments.
- Comply with environmental laws.
- Help employees go green.

Performance Indicators:

- Existence of a green project implementation plan
- Existence of a sustainability director
- Existence of a cost/benefit analysis
- Existence of green project monthly reviews
- Existence of waste, energy, and stormwater audits
- Existence of a carbon footprint calculation
- Number of green employee trainings offered
- Number of “go green” employee initiatives offered

Best Management Practices:

Create a written plan for the implementation of green initiatives: set specific accomplishment goals and draft a timeline for implementation.

The reference for business highlights the importance of setting clear goals and objectives. <http://www.referenceforbusiness.com/management/Ex-Gov/Goals-and-Goal-Setting.html>

Appoint a member of the green management team to be the sustainability director of your facility. This director can act as a spokesman for green initiatives and take responsibility for implementation and reporting.

Conduct a cost/benefit analysis to gauge which projects will create the most additional revenue and/or have the greatest positive environmental impact.

- The U.S Environmental Protection Agency’s (EPA) National Center for Environmental Economics (NCEE) has published many documents about accounting for the environment as well as the cost. Potentially helpful documents include “Discounting Future Benefits and Costs,” “Analyzing Benefits,” and “Analyzing Costs.”
<http://yosemite.epa.gov/ee/epa/eed.nsf/webpages/homepage>

- The Organization for Economic Co-operation and Development (OECD) published Cost-Benefit Analysis and the Environment: Recent Developments. Find an easy-to-understand summary at <http://www.oecd.org/dataoecd/37/53/36190261.pdf> .
- ENERGY STAR lists several energy and financial savings calculators for appliances and electronics. http://www.energystar.gov/index.cfm?c=bulk_purchasing.bus_purchasing

Make sure your facility is in compliance with local, state, and federal environmental regulations and has all the necessary permits. Hazardous waste, stormwater, air pollution, storage tanks, wastewater, and many other environmental issues are regulated by government entities.

The Kentucky Department for Environmental Protection's (DEP) Division of Compliance Assistance (DCA) offers assistance to any organization regulated by the DEP. For free compliance assistance, call 800- 926-8111 or go to <http://dca.ky.gov/complianceassistance/Pages/default.aspx>.

Review goals, objectives, benchmarks, performance indicators, and results monthly.

This will assist you in making adjustments to your green plan as opportunities for improvement present themselves.

Report green accomplishments to your employees by publishing and distributing the monthly reports.

Since your employees are the ones carrying out many of the objectives, they need positive reinforcement to let them know that their actions are actually helping the facility.

Conduct a waste audit of your facility.

Consult Chapter 2 of the EPA's "Business Guide for Reducing Solid Waste" for instructions on how to conduct a waste assessment.

<http://www.epa.gov/epawaste/nonhaz/municipal/pubs/bus-guid/guide.pdf>

Conduct an energy audit of your facility.

Contact your utility to see if they provide the service or do a Google search for auditors in your area. EnergyStar.gov has auditing, benchmarking and resource information.

http://www.energystar.gov/index.cfm?c=assess_performance.assess_performance_index

Conduct a stormwater audit of your facility.

The EPA gives some basic stormwater information on its website.

<http://www.epa.gov/weatherchannel/stormwater.html>

Calculate the carbon footprint of your facility

There are many carbon calculators online, a few of them are listed below.

- TerraPass, a carbon offsetting business, offers a business carbon footprint calculator online and offers the option of a guided calculation with an advisor.
<http://www.terrapass.com/business/>
- For a short calculation, try The Climate Trust's Business and Organization Carbon Calculator.
http://www.climatetrust.org/content/calculators/Business_&_Org_Calculator.pdf
- The EPA offers comprehensive carbon "Inventory Guidance" as part of its Climate Leaders partnership program.
<http://www.epa.gov/climateleaders/resources/inventory-guidance.html>
- The City of Seattle's Office of Sustainability and Environment has compiled a veryhelpful and extensive Carbon Footprint Calculator for businesses.
http://www.seattle.gov/climate/docs/CO2_Tool_3.0.xls

Portfolio Manager

Portfolio Manager by Energy Star allows businesses a free online account for conveniently benchmarking and tracking energy and water use, subsequent utility bills, and CO2 emissions.

http://www.energystar.gov/index.cfm?c=evaluate_performance.bus_portfoliomanager.

Water Conservation

Objectives:

- Reduce the 14 percent of total water usage lost through undetected leaks.
- Reduce water used for faucets, toilets, showerheads, and laundry systems without sacrificing the performance of these appliances.
- Allow guests the opportunity to reduce the water and electricity wasted through excessive laundry usage.

Performance Indicators:

- Number of water maintenance checks scheduled per month
- Number of faucets upgraded for higher water efficiency through aerator use, efficiency models, or other means
- Number of toilets upgraded for higher water efficiency either through offsetting water in the back of the tank, efficiency models, recycled water system, or by other means
- Number of waterless urinals installed
- Percentage of water and electricity saved through laundry efficiency upgrades
- Number of rooms with linen and towel reuse programs offered and advertised
- Amount of water and subsequent financial savings through installed water-recycling system/s

For optimal water performance tracking, review the *Assessment and Planning* and *Other Helpful Resources* section for effective benchmarking and tracking tools.

Best Management Practices

Perform regular preventative maintenance for water consuming products, including but not limited to, faucets, toilets, pipes, water heaters, ice machines, and laundry systems.

Leaks account for 14 percent of total water usage from commercial facilities. Hotels are suspected to have a higher leak rate due to the large number of water devices offered to guests.

- To learn more about the expenses of leaks, review American Leak Detection statistics and resources at <http://www.americanleakdetection.com/tips-leak-facts.php>.
- To closely monitor monthly water usage for leak detections and performance tracking purposes, register for Energy Star's free online Portfolio Manager. Portfolio Manager has helped hundreds of lodging facilities across the nation conveniently track utility savings. Go to http://www.energystar.gov/index.cfm?c=evaluate_performance.bus_portfoliomanager for further details and free registration.

Add aerators to faucets and showerheads or install low-flow faucets and showerheads.

Aerators are a cheap way to minimize water use without sacrificing the quality of the water fixture. Placed over spouts, aerators separate water partials to thin water.

- The U.S WaterSense program offers efficiency products with guaranteed water savings of 30 and 60 percent for faucets and toilets, respectively. Learn more about WaterSense products near you at www.epa.gov/watersense.
- For information about water-saving faucets and showerheads, check out the Sierra Club's website. <http://www.sierraclubgreenhome.com/go-green/water-fixtures-and-plumbing/water-wise-showers-and-faucets/>

Place a full 16-20oz. water bottle in each toilet tank to displace flush water.

Small amounts of displaced water will not hinder the system but will bring continued water savings (NC).

- Find performance information for toilet models with Alliance for Water Efficiency's Maximize Performance Testing. Browse through the resources at [http://www.allianceforwaterefficiency.org/Maximum_Performance_\(MaP\)_Testing.aspx](http://www.allianceforwaterefficiency.org/Maximum_Performance_(MaP)_Testing.aspx). This will allow a facility to measure current toilet system inefficiencies and calculate savings with various efficiency models.

Invest in waterless urinals.

Waterless urinals are gaining significant market popularity because they operate effectively with flushing and only require minimal amounts of water to clean the urinals and pipes.

Replace toilets with efficiency models, such as the dual flush system.

- For help sorting out the differences between low-flow toilets and urinals, check out the Sierra Club's website. <http://www.sierraclubgreenhome.com/go-green/water-fixtures-and-plumbing/water-wise-toilets/>
- Read about the bottom-line successes of a Crowne Plaza Hotel in San Francisco after undertaking a toilet efficiency project. *Evaluation of Water Use Reduction Achieved Through Hotel Guest Room Toilet Fixture Replacements* can be found at <http://www.p2pays.org/ref/50/49023.pdf>.

Offer all guests a linen and towel reuse option.

At 80 percent occupancy, a 250-room lodging facility has the ability to save 220,000 gallons of water, which is equivalent to \$66,795 annually from a linen and towel reuse program.

- Shop for a green hotel company designed linen and towel reuse program online. Green hotel companies provide door hanger and room signage for a successful reuse program.

- Download and use North Carolina's free towel and linen reuse program door hangings and room materials at <http://www.p2pays.org/hospitality/main/facts.htm>.

Recirculate water.

There are a variety of water reuse systems on the market, such as faucet water to toilet water recycling, and laundry water recycling, to name a few.

- The West Virginia University Extension Service offers some good information about recycling gray water and provides some recycling system suppliers. <http://www.wvu.edu/~Agexten/hortcult/homegard/graywate.htm>

Upgrade or install high efficiency laundry systems.

- View a variety of EPA designed webinars on greening laundry systems at <http://www.savewaternc.org/waterwebinars.asp#Laundry>.

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http://www.energystar.gov/index.cfm?c=evaluate_performance.bus_portfoliomanager.

Review additional water conservation opportunities in the landscaping section.

Waste Management

A Lexington waste audit completed in 2009, exposed 56 percent of landfill-bound waste was recyclable materials, another 23 percent compostable. If the 79 percent of recyclable material were to be recovered through effective waste management programs, the Bluegrass would mitigate the 286 million lbs of landfill-bound waste to 71.5 million lbs annually.

Apart from reducing the excessive amount of materials unnecessarily sent to the landfill, commercial businesses can benefit from reducing waste fees by at least 50 percent with effective waste reduction and recycling efforts.

Toyota car manufacturing company has made a commitment to zero waste-to-landfill in all parts of its operations. Learn how Toyota is accomplishing its aggressive waste management goal: http://www.toyota.com/about/environment-2007/03_recycling.htm.

Objectives:

- Reduce waste generated.
- Support efficiency packaging manufacturers.
- Recycle as many materials as possible.
- Connect and support local recycling services, including gardens and businesses.
- Increase employee participation in waste reduction measures.

Performance Indicators:

- Percentage of products with efficient packaging
- Installation of employee waste reduction incentives program
- Number of reusable items offered for patron use
- Percentage of total trash output captured with recycling program
- Percentage of total trash output captured with compost recycling program

Best Management Practices

Reduce Waste Generated

Ensure all printed documents are copied and printed double-sided.

Set copiers and printed to duplex mode for convenient double side printing. This can reduce paper usage by 50 percent with subsequent savings on paper purchases.

Replace plastic and polystyrene (Styrofoam) cups, plates, and other food ware with compostable or biodegradable disposable materials.

Selecting compostable and/or biodegradable materials for guest use will not only impress guests with their lodging facility, environmental concern, but can also reduce

the facility's total waste if composted. Consider organizing on-site composting or finding a local compost service or community garden interested in compostable materials.

Provide reusable coffee mugs for guest enjoyment and convenience.

Consider reusable mugs with facility advertisement and even advertise commitment to the environment.

Take efforts to reduce total waste output by selecting efficient packaging brands, also known as green purchasing.

Shop for companies that have taken waste reduction measures in their packaging products. See more information on green purchasing later in this document.

Encourage employees, through incentives, to bring reusable coffee mugs, and breakfast, lunch, and snack ware to work.

For an on-site waste reduction effort, the education and participation of employees is fundamental to success. If management provides incentives for personal waste reduction efforts, such as gifts for consistent waste reduction on the job and at home, employees are more likely to participate with enthusiasm.

Replace disposable janitorial materials with reusable or long-lasting items.

Review cleaning supply inventory to replace paper towels with reusable clothes, and purchase refill bottles for cleaning materials.

Recycle Waste Materials.

Allow guests the luxury of recycling personal materials by providing recycling bins in rooms, lobbies, dining areas, pools, conference rooms, walkways, etc.

Roughly 80 percent of United State's citizens regularly recycle at home, so when traveling, they expect to continue their recycling habits (Project Planet). Hotels offering and encouraging in-house recycling will provide the comforts of home to guests.

- Contact local waste providers, such as city or county waste management services for waste audits, evaluations, and to learn what is recyclable in your area. Do not forget to ask about special item recycling, such as electronic waste and ink cartridges.
- Visit Bluegrass Pride's recycling service area map for contact Waste Management recycling facilities in central Kentucky.
http://www.bgpride.org/campaigns/waste_reduction/html/map/m10000.html
- The EPA has compiled a recycling tool kit that gives step-by-step information on how to start a recycling program and gives venue-specific information for stadiums, special events, and convention centers.
 - How to set up a recycling program:
<http://www.epa.gov/epawaste/conservation/rrr/rogo/program/index.htm>

- Venue-specific information:
<http://www.epa.gov/epawaste/conservation/rrr/rogo/venues/index.htm>
- Success stories:
<http://www.epa.gov/epawaste/conservation/rrr/rogo/stories/index.htm>
- Resource center:
<http://www.epa.gov/epawaste/conservation/rrr/rogo/resource/index.htm>

Allow employees the luxury of recycling personal and office material by providing recycling bins in offices, behind desks and in break rooms.

Impress customers with on-site, or local organic compost recycling.

- To learn more about composting, the EPA gives some general composting information on its website. <http://www.epa.gov/osw/conservation/rrr/composting/>.
- The KY Division of Waste Management has compiled a guide to composting in Kentucky, complete with general composting information, the benefits of composting, different composting methods, and composting contacts in Kentucky. www.kentuckyonsite.org/Documents/Compost%202002.pdf.
- To outsource organic materials to a compost site, shop for local organizations accepting organic material. A lodging facility may have to create a new partnership with a garden, university, organization and/or business.

Properly dispose of hazardous waste, such as paints, oils, chemicals, pool supplies and fluorescent bulbs.

If not properly tracked and disposed of, hazardous waste materials pose a threat to guests, employees, and waste providers.

- Contact local waste service providers to learn how to mitigate its health threats of hazardous waste materials.

For facilities with large quantities of waste, consider purchasing a compactor to reduce waste fees.

Commercial and industrial facilities with a large waste output benefit from compactors in that they can reduce the size of their waste and subsequently reduce waste bills. If a lodging facility has a large quantity of recyclable material, a compactor allows them to bail the material for private sale.

- Learn about local waste service opportunities, as well as how much in-house waste is being generated in order to reduce waste disposal costs.

Energy Efficiency

Energy costs are the fastest growing cost for the hospitality sector; it is no surprise that Florida's Green Hotel Program found that energy costs drain four to seven percent of lodging facilities' revenue.

The good news is that Kentucky lodging facilities no longer have to be plagued by high energy costs. By increasing energy efficiency for lighting units, heating ventilation and air conditioning (HVAC) systems, the building envelope, equipment and appliances, and through other general practices Kentucky's hospitality industry can save billions of dollars.

For example, Florida's Green Hotel Program found that a facility can save \$1.5 billion in annually costs with a 30 percent reduction in energy use, which is equivalent to "\$365 per available room per year for every hotel room in the country". Even reducing energy use by 10 percent, Hospitality Research Group of PKF Consulting discovered, energy savings are comparable to "increasing occupancy points by 1.04 and increasing average daily rate by 1.6 percent for a full-service hotel" (Florida Green Hotel Program).

The following recommendations will aid Kentucky lodging facilities in succeeding in significant energy reductions for long-term financial gain and effective energy efficiency marketing.

Tax Incentives

Tax incentives are available for a variety of Energy Efficiency Best Management Practices. For details on federal and state money, visit Kentucky's Department of Energy's Division of Efficiency and Conservation website at <http://energy.ky.gov/efficiency/Pages/default.aspx>. Contact energy providers for additional rebates.

For optimal energy performance tracking review the *Assessment and Planning* and the *Other Helpful Resources* section for effective benchmarking and tracking tools.

Too many Successes to say "no"

To see how achievable the Marriott International's \$1.3 million savings in 2008 alone, HEI Hotels and Resorts \$5.5 million payback through energy savings in less than three years, and similar accomplishments were for these featured facilities browse through ENERGY STAR'S Success Stories Hospitality page listings. http://www.energystar.gov/index.cfm?c=hospitality.bus_hospitality.

Lighting Efficiency

The Ritz-Carlton, in Boston saved \$100,000 in less than a year with zero-capital investment in lighting and HVAC efficiency practices alone (Energy Star). Each and every Kentucky lodging facility has significant savings waiting for them through no-low investment projects and even larger long-term financial gains with larger investment projects. Implement the lighting efficiency best management practices below for optimal lighting.

Objectives:

- Minimize and eliminate lighting waste.
- Increase lighting efficiency.

Performance Indicators:

- Number of efficiency lighting retrofits
- Amount of tax incentives gained
- Number of control lighting systems installed
- Number of room specific control systems installed
- Number of high efficiency EXIT signs

Best Management Practices

Cut out lighting waste by minimizing bulb lighting in areas where natural lighting is sufficient and keeping lights off in unoccupied rooms.

Evaluate where natural lighting is sufficient for the needs of the area. Oftentimes, lights are turned on in entryways, conference rooms, and pool areas when they are not needed. Additionally, train and remind all employees, including janitorial staff, that lights need to be turned off in unoccupied rooms.

Invest in room control systems that allow patrons access to room appliances, such as lighting, heating and cooling and television with an in-room card.

Invest into efficiency lighting, such as T8 or T5 fluorescent bulbs, LED lights.

*Tax incentives available

Roughly 80 percent of Kentucky businesses use the most inefficient bulbs, incandescent and fluorescent T12 because of their low initial costs. Unfortunately, cheap bulbs cost buyers more money through frequent replacements and added fixture maintenance. Businesses can find state, federal, and often energy supplier rebates for lighting retrofits.

- For basic information about CFLs and LEDs, how they work and where to buy them, go to the corresponding Energy Star websites.
 - http://www.energystar.gov/index.cfm?c=cfls.pr_cfls
 - http://www.energystar.gov/index.cfm?c=ssl.pr_commercial

Install motion-sensor lighting systems that can be set to automatically correspond to natural lighting.

Motion-sensor lighting systems are highly recommended in conference, pool, workout rooms, restrooms, and other areas of on-and-off occupancy. Lighting savings in these areas can exceed 50 percent (Florida's Green Lodging Program).

Install high-efficiency LED bulb EXIT signs or solar-powered, no bulb or electricity required signs.

As the Energy Star program advises, an older modeled EXIT sign costs up to \$28 annually to operate.

- Spend \$4 annually on Energy Star labeled LED signs.
- Shop online for ambient light-powered EXIT sign models that require no electricity or maintenance and guarantee an immediate return on investment.

Heating Ventilation and Air Conditioning, HVAC System

According to utility companies, HVAC systems are known to devour 56 percent of a lodge facility's total electric usage (Florida Green Lodging Program). Reduce a facility's HVAC energy use with the following conservation objectives, indicators, and best management practices.

Objectives:

- Prevent equipment inefficiencies and breakdowns.
- Minimize unneeded energy usage.
- Increase equipment efficiency.

Performance Indicators:

- Installation of an Energy Management System
- Number of monthly HVAC maintenance checks scheduled
- Number of thermometers programmed and/or employees trained on effective seasonal temperature controlling
- Number of rooms evaluated for appropriate heating and cooling needs and thermostat adjusted accordingly

Best Management Practices

Monitor building energy with an Energy Management System.

An Energy Management System (EMS) is designed for building operators and managers to effectively monitor a building's HVAC system, and other energy-intensive equipment. The system is managed by correlating controllers and sensors with computer software. Energy management systems are known to reduce electricity costs by 10 percent to 40 percent (Florida Green Lodging Program).

Schedule and perform regular maintenance on HVAC systems.

Changing air filters on HVAC systems monthly will greatly increase the efficiency of the systems. Clean condenser and evaporator coils at least once every six months. Dust accumulation leads to decreased efficiency.

Establish appropriate seasonal temperatures.

Without proper temperature programming, heating and cooling can be inappropriate for a facility's needs. Make sure appropriate seasonal temperatures are established and adjusted with weather changes. Adjusting temperatures by 2 degrees in each season will save \$45 on an annual electricity bill (KU Utilities).

- An example of a set point schedule can be found at <http://www.wmich.edu/sustainability/policy/>. Click on "Learn More" under Temperature Setback Policy.

Install programmable thermostats and monitor temperatures to avoid heating and

cooling unoccupied rooms.

The best way to ensure appropriate temperature circulation, including avoiding heating and cooling unoccupied rooms, is to install programmable thermostats for select areas.

Place thermostats in areas clear of energy intensive equipment.

A thermostat stationed near a computer, vent, etc. will affect the system's ability to appropriately respond to atmospheric temperatures and thus cause over- or underheating.

Lock publically stationed thermostats.

Building Envelope and Other Building Equipment

A building envelope refers to all doors, windows, walls, ceilings and attics. Poorly chosen and installed building envelope features can cost buildings significantly in lost temperatures. This section was designed to reduce the energy loss of buildings and equipment.

Objectives:

- Minimize equipment energy loss.
- Minimize building energy loss.

Performance Indicators:

- Presence of energy performance consultation
- Number of doors and window efficiency insulation, caulking, and or installation upgrades performed
- Number of areas with added insulation
- Number of rooms with added reflective paint

Best Management Practices

Contact an energy provider or specialist for an evaluation of the building's energy retention. Most Kentucky energy providers offer free audits, which target energy loss through building envelopes. Energy auditors will provide ample recommendations for the most effective solutions to lost energy.

Install doors and windows designed for high-energy retention.

Florida's Green Lodging Program advertises that installing high-efficiency doors and windows can save up to 15 percent on total HVAC energy costs.

Caulk doors and windows.

In-house caulking projects can be affordable and effective. Contact a local hardware or building performance group for site-specific recommendations.

Add additional attic, wall, window, and door insulation.

Add insulation to the water heaters, including extended pipelines. Wrapping water heaters with insulation will retain the heat emitted from the equipment. The first three feet of extended piping omits the majority of lost system heat (East Kentucky Power Cooperatives).

Add white, or light colored paint to ceilings and walls.

The high reflectivity of white and light-colored paint actually retains temperatures for 15-50 percent savings on cooling costs. (East Kentucky Power Cooperatives & Florida Green Lodging Program).

Paint the roof white, or use reflective paint.

Reflective paint, including the color white, will deter sunlight absorption, helping buildings stay cooler for reduced cooling loads.

General Energy Efficiency

Objectives:

- Minimize and eliminate excessive energy use.

Performance Indicators:

- Kilowatt-hours saved from the installation of high-efficiency equipment, such as Energy Star models
- Number of appliances unplugged when not in use to cut phantom energy and/or number of energy saving power strips in use
- Number of monthly equipment maintenance checks scheduled

Best Management Practices

Purchase high-efficiency energy appliances and equipment.

The market is loaded with high-efficiency equipment and appliance models that deliver the same quality functions as conventional models, but require less energy for operation.

- Shop for ENERGY STAR-labeled products for high-efficiency kitchen, office and building equipment at energystar.gov.
- Consult industry expertise for the highest efficiency products available.

Schedule regular cleaning and maintenance for all equipment and follow manufacturer's instruction.

Regular equipment checks and following manufacturer instructions will prevent equipment inefficiencies and malfunctions.

Turn off and unplug unused equipment.

Phantom energy is energy equipment that pulls while being plugged into an outlet without being in use. Avoid wasted energy by turning off and unplugging all equipment when not in use. Available at local electric stores, energy-saving power strips stop phantom energy without unplugging equipment. Pilots on energy saving power strips have proven energy reductions of 35-80 percent. Printers, computers, clocks, and telephones all have great potential to train phantom energy.

Capture and reuse any heat that is generated.

Energy efficiencies go as far as solar-powered electricity and laundry energy reuse systems. Solar panels capture and store sunlight for building electricity needs. The heat emitted from laundry systems can be recirculated into the system for later use. These systems are not only credible and easily found in the marketplace, but will bring long-term utility savings.

Increase vending machines' energy efficiency.

For affordable efficiency upgrades for vending machines, consider the following:

- Brands like Pepsi and Coca-Cola offer high-efficiency models, such as Energy Star machines. Contact vending providers to inquire about machines that require the least amount of energy.
- Sensors and controllers can be purchased for vending and snack machines at affordable prices. These systems turn machines off when no one is in the area to mitigate unnecessary cooling power and power machines back on to keep products at intended temperatures. Average energy and utility bill savings from vending sensors are 30 percent and \$100 annually, respectively.

Purchase energy efficient water heaters.

Found at local appliance stores, certain models can save up to \$320 a year on utility bills.

Turn on electrical equipment in increments to avoid high peak demand energy costs.

Energy users get charged for their Kilowatt-hour usage and also for peak demand energy. Peak demand energy is the amount of energy used during a facility's peak energy hour. To reduce the energy used during the peak hour, a facility should turn on high-energy intensive equipment incrementally.

Use alternative energy.

Alternative energy is ideal for facilities planning to keep their doors open for many years because overtime alternative energy projects will pay for themselves and then permanently eliminate expensive utility bills. Practical alternative energy opportunities include geothermal systems, solar panels, and energy provider offers.

- For a list of power companies that offer green energy to their customers, listed by state, go to the U.S. Department of Energy Efficiency and Renewable Energy's website. http://apps3.eere.energy.gov/greenpower/buying/buying_power.shtml.
- The U.S. Department of Energy provides extensive information about solar technologies from basic information to publications, additional resources and workshop schedules. http://www1.eere.energy.gov/solar/info_resources.html.
- The Kentucky Solar Partnership is a great resource for anything solar in Kentucky. The Web site contains links to solar incentives in Kentucky, suppliers of goods and services relating to solar energy in Kentucky and provides information about The Kentucky Solar Energy Guide. <http://kysolar.org/>.
- The U.S. Department of Energy provides helpful information about geothermal heat pump technologies on its website:

http://www.energysavers.gov/your_home/space_heating_cooling/index.cfm/mytopic=12640.

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http://www.energystar.gov/index.cfm?c=evaluate_performance.bus_portfoliomanager.

Restaurant, Breakfast Bar and Meeting Services

Objectives:

- Minimize waste.
- Increase energy efficiency.

Performance Indicators:

- Pounds of disposable cutlery reduced
- Pounds of disposable kitchenware reduced
- Kilowatt-hours saved from high-efficiency equipment and/or sensors

Best Management Practices:

Replace disposable cutlery with reusable or long-lasting items.

For restaurant and breakfast services, be sure all cutlery and other kitchen items are reusable, not disposable. This will bring significant financial savings.

Recycle oils and grease.

Purchase high-energy efficiency equipment.

- Energy Star and other high-efficiency refrigerators, deep coolers, microwaves, ovens, fans, and hot food holding cabinets. For example, \$247-\$718 in annual savings is to be had for lodges servicing an Energy Star-labeled food holding cabinet. Thirty-five percent less energy will be consumed with an Energy Star qualified refrigerator. Visit www.energystar.gov for more on product savings and local product carriers.

Purchase control sensors for coolers.

Cooler control sensors cut average cooler energy usage by 30 percent by turning the system off when no one is around, while monitoring the temperature of products. The system ensures cooler products stay within desirable ranges and will kick on when necessary. Popular control sensors sell for \$150, with annual savings of \$100.

Offer green meeting services.

If you have conference and meeting space make sure that you aren't missing out on groups and organizations that desire to green their conferences and meeting. Find out the latest at the Green Meeting Industry Council Website, <http://greenmeetings.info/>.

Green Purchasing

Purchasing is an important part of your overall green lodging program. From paper to locally grown foods, there are many alternative products that can lessen your environmental impact.

Objectives:

- Develop a green purchasing plan.
- Identify vendors that can supply green products.

Performance Indicators:

- Green purchasing plan document
- Green products purchased

Best Management Practices

Develop a green purchasing plan that will help your facility identify and purchase environmentally preferable products.

Facilitiesnet has an overview of developing a green purchasing plan.

<http://www.facilitiesnet.com/green/article/Growing-a-Green-Procurement-Plan--6491>

Identify potential purchasing opportunities and look for reputable green certifications.

Some products seek third-party certification and labeling while others self-certify. Below are some links to credible certification and labeling organizations. The table that follows identifies some of the most common, credible eco-labels in North America. Please note that this is not an exhaustive list of ALL credible eco-labels.

- **Electronic Products Environmental Assessment Tool (EPEAT)** is an independent program that certifies “green” electronic equipment, such as computers, monitors and laptops. www.epeat.net
- **ENERGY STAR** is a joint program of the U.S Department of Energy and the EPA where you can find energy-efficient products (light fixtures, exit signs, appliances and office equipment). www.energystar.gov
- **Forest Stewardship Council** certifies paper, lumber and other building products made with sustainably harvested wood that reduces wood consumption. www.fscus.org
- **Good Guide** assigns scores to products based on health, environmental and societal impacts. <http://www.goodguide.com/>
- **Green-e** is a labeling program established by the non-profit organization, Center for Resource Solutions, which verifies electricity and carbon offsets that have been generated using renewable sources, such as solar and wind energy.

www.green-e.org

- **SmartWay Transport** is a collaboration between the EPA and the freight sector designed to improve energy efficiency, reduce greenhouse gas and air pollutant emissions and improve energy security. Purchasers can specify or give preferences to vendors that ship products via SmartWay partners.
<http://www.epa.gov/smartway/>
- **WaterSense** is an EPA-sponsored program that labels water-efficient products, such as showerheads, faucets, toilets and irrigation equipment.
<http://www.epa.gov/watersense/index.html>
- **Consortium for Energy Efficiency (CEE)** is a network of efficiency program administrators who work toward advancing efficiency. CEE develops voluntary efficiency specifications and lists qualifying product directories for lighting equipment, electronics motors and HVAC technologies. <http://www.cee1.org/>
- **Federal Energy Management Program (FEMP)**, which is operated by the U.S. Dept. of Energy, lists energy-efficient product requirements, cost calculators and model procurement language. Products include lighting, HVAC, office and food service equipment, appliances, roofs, windows, plumbing supplies and more.
www.eere.energy.gov/femp/procurement/index.html
- **Green Purchasing Institute** provides a guide to starting a green purchasing program. While this is geared toward local government, it can be altered to meet your needs.
<http://www.abag.ca.gov/hazwaste/pdfs/10StepstoStartingGreenPurchasingProgram.pdf>
- **Green Vehicle Guide** by the EPA gives light-duty vehicles air pollution and GHG emissions scores. www.epa.gov/greenvehicle
- **Responsible Purchasing Network (RPN)** is a member-based network of procurement stakeholders that maintains an online clearinghouse, offering guides and webinars on environmentally preferable products, such as fluorescent lamps, computers, office equipment, fleets, bottled water and green power.
www.responsiblepurchasing.org
- **EcoGreen Hotel** has an environmentally friendly store.
<http://www.ecogreenhotel.com/store/catalog/housekeeping-and-cleaning-items-9-1.html>
- **Conservatree** is a nonprofit advocate for ecologically sustainable paper markets. Conservatree maintains an online directory of recycled-content paper that lists retailers by geographic area. www.conservatree.org

- **The EPA** has a page specifically to help other federal agencies in their goal of purchasing environmentally preferable products.
<http://www.epa.gov/epp/tools/index.htm>

Exhibit 4: A Sample of Eco-Labels available to North American Consumers

General Information				Certification or Labeling Process			
Eco-label Name & Website	Label	Year Founded	Product Categories	Lifecycle-based*	Third-party certified	Publicly Available Standard	Transparent Standard Development Process
Design for Environment (DfE) www.epa.gov/dfe		1992	<ul style="list-style-type: none"> • Cleaning Products. • Office Products. 	✓			
EcoCert www.ecocert.com		2000	<ul style="list-style-type: none"> • Organic Ingredients. 	single-issue (organic certification)	✓	✓	✓
EcoLogo www.ecologo.org		1988	<ul style="list-style-type: none"> • Health and Beauty Products. • Cleaning Products. • Home Products. • Office Products. • Electronics. • Building/Construction Products. 	✓	✓	✓	✓
Energy Star www.energystar.gov		1992	<ul style="list-style-type: none"> • Home Products. • Building and Construction Products. • Electronics. 	single-issue (energy efficiency)		✓	✓
EPEAT www.epeat.net		2005	<ul style="list-style-type: none"> • Electronics. 	✓		✓	✓
Forest Stewardship Council (FSC) www.fsc.org		1993	<ul style="list-style-type: none"> • Wood and Paper Products. 	single-issue (forest management)	✓	✓	✓
Green Seal www.greenseal.org		1989	<ul style="list-style-type: none"> • Cleaning Products. • Office Products. • Building/Construction Products. 	✓	✓	✓	✓
GREENGUARD www.greenguard.org		2001	<ul style="list-style-type: none"> • Building/Construction Products. • Home Products. • Cleaning Products. • Office Products. 	single-issue (indoor air quality)	✓	✓	✓
Sustainable Forestry Initiative (SFI) www.sfiprogram.org		1995	<ul style="list-style-type: none"> • Wood and paper products. 	single-issue (forest management)	✓	✓	✓
USDA Organic www.ams.usda.gov		2002	<ul style="list-style-type: none"> • Organic Ingredients. 	single-issue (organic certification)	✓	✓	✓
WaterSense www.epa.gov/WaterSense		2006	<ul style="list-style-type: none"> • Home Products. • Building/Construction Products. 	single-issue (saving water)	✓	✓	✓

* Lifecycle-based eco-labels consider the environmental impacts from all phases of a product's life including; the raw materials, the manufacturing process, the product itself, its distribution and use, and its ultimate disposal (or recycling/re-use).

Purchase locally grown food for use in restaurants and highlight them on the menu to advertise your green commitment. Also look into locally produced soaps, art and goods to use in your facility. This will cut down on your carbon footprint as the goods are not shipped over long distances and it will also support the local economy.

Landscaping

Objectives:

- Conserve water.
- Protect water quality.
- Combat invasive species.
- Promote green space.
- Reduce waste.
- Reduce fossil fuel use.
- Preserve wildlife habitat.
- Reduce stormwater runoff.

Performance Indicators:

- Percent of landscaping that is native species
- Gallons of water used
- Percent of landscaping waste composted
- Gallons of gasoline used on landscaping
- Acres preserved for wildlife
- Number of green stormwater management tools used

Best Management Practices

Use native species in landscaping for low-maintenance grasses and drought-resistant plants.

- When planting trees, bushes, flowers, etc., in Kentucky, be sure they are native species. For help distinguishing between native and nonnative species, consult a Kentucky native tree guide.
 - University of Kentucky: <http://www.uky.edu/Ag/Horticulture/kytreewebsite/>
 - Kentucky State Nature Preserves Commission: www.naturepreserves.ky.gov/NR/rdonlyres/976180AA-3313-45CD-9A1C-2B3480A37B2E/0/NativeTreesbrochure.pdf
- The Kentucky Department of Fish and Wildlife Resources has a great website that names species of native grasses, how to plant them and where to buy seeds. <http://fw.ky.gov/native.asp>

Install a green roof, consisting of reflective roofing materials or vegetation.

Plant trees and gardens instead of grass

Design rain gardens

- Enjoy Lexington Urban Fayette County Government's Rain Garden Manual. <http://dca.ky.gov/DCA%20Resource%20Document%20Library/Rain%20Garden%20Manual.pdf>.
- Rain gardens aren't just for residential neighborhoods. Coca Cola, in Lexington, Ky., installed a 3,000 square-foot rain garden in the shape of a coke bottle. <http://www.estormwater.com/Corporate-Rain-Garden-Makes-Its-Mark-article9897>
- The Bluegrass Rain Garden Alliance has published an excellent guide to rain gardens in Kentucky and offers many additional online sources. Find this guide and more at its website <http://www.bluegrassraingardenalliance.org/?q=node/13>.

Install multiple rain barrels onsite.

- The Kentucky Transportation Cabinet has published a simple fact sheet about rain barrels. <http://www.stormwater.kytc.ky.gov/MCM2/documents/Rain%20Barrel%20Facts.pdf>.
- Lexington-Fayette Urban County and Bluegrass Pride are promoting rain barrels for a stormwater solution in the Bluegrass region. Visit <http://www.lexingtonky.gov/index.aspx?page=997> and <http://www.kentuckypride.com/RainBarrels.htm> for further detail.

Use an irrigation system.

There are many types of effective irrigation and recycling water systems.

- The University of Rhode Island has basic drip irrigation information on its website along with some helpful books and internet resources: <http://www.uri.edu/ce/healthylandscapes/dripirrigation.htm>.
- View the presentation of a webinar given July 8, 2010, by the Irrigation Association, *Water Efficiency for Irrigation Systems*: <http://www.savewaternc.org/Documents/WaterEfficientIrrigationWebinar-July2010.pdf>.

Recycle all yard waste materials.

Annual yard waste includes leaves, grass, and branches. Most Kentucky cities have convenient yard waste programs.

- Contact local waste providers for the details on yard waste recycling programs.
- If yard waste recycling is not offered in your area, consider recycling them on-site through a piling or compost system.

Establish an on-site composting system for garden reuse.

An on-site composting system that accommodates garden needs is a prime way to significantly reduce landfill-bound waste and soil amendment costs. This is also an impressive project to share with guests.

- Review resources accompanying compost recycling in the *Waste Management* section above.

Transportation and Accommodation

Objectives:

- Reduce emissions and fossil fuel use.
- Increase alternative transportation use.
- Foster a sense of community.

Performance Indicators:

- Facility's carbon dioxide output due to employee, team, and patron travel
- Number of miles ridden on bikes by patrons and employees
- Amount of money spent at local businesses by patrons
- Number of miles traveled on public transportation by patrons and employees
- Number of gallons of gasoline used by patrons and employees

Best Management Practices

Buy carbon offsets or renewable energy credits or donate to local environmental organizations (see Appendix 1) to offset the emissions produced by team, patron, and employee travel.

- Clean Air-Cool Planet, a leading nonprofit committed to finding solutions to climate change, issued "A Consumer's Guide to Retail Carbon Offset Providers" in 2006. This guide gives a systematic explanation of what to look for in a carbon offset provider and gives examples of good providers after thorough evaluations. <http://www.cleanair-coolplanet.org/ConsumersGuidetoCarbonOffsets.pdf>.
- Contact utility company providers to learn of the green energy programs that your lodge can support. For example, Kentucky Utilities' "Green Energy" program, <http://www.eon-us.com/green/default.asp>, allows patrons to purchase certain amounts of energy produced by local renewable sources, such as hydroelectric power provided by the Mother Ann Lee Hydroelectric Plant on the Kentucky River. Other Kentucky utilities offer similar investments.

Create a lodge for bikers.

To attract new visitors and to entice guests to stay longer, encourage bike use at your lodge. Install a bike rack, offer coupons to guests to rent bikes at local bike chops, and even encourage and/or partner with city authorities to have bike lanes installed on roads that lead to your facility.

- The Pedestrian and Bicycle Information Center, the City of Chicago, and Chicagoland Bicycle Federation partnered to publish the Bike Lane Design Guide. This guide gives detailed information about how Chicago has successfully installed a large network of bike lanes and includes an informative FAQ section at the end of the guide:

www.activelivingresources.org/assets/chicagosbikelanedesignguide.pdf.

- Learn how the University of Kentucky, Kentucky Transportation Department, and Lexington-Fayette Urban County Government completed the installation of a bike lane on Euclid Avenue in Lexington, Ky. at appaloosa.ktc.engr.uky.edu/csd/PDF/CSD15EuclidAveLexingtonKY.pdf.

Only add hybrid and bio-diesel-compatible buses to your lodge's fleet.

- For help determining which cars are fuel efficient, check the United States Department of Energy and EPA's guide to fuel economy at <http://www.fueleconomy.gov/>.

Offer parking discounts for fuel-efficient cars.

Offer discounts to companies with a strong environmental commitment such as a sustainability mission statement, green management team, "no waste" policy, etc.

Education for Employees, the Public and Patrons

Two of the most important parts of any environmental plan are the communication and education components. The communication component clearly relays to guests, employees, vendors, suppliers and contractors the facility's commitment to environmental protection. However, as important as the communication of environmental practices and achievements is, the only way to enact sustainable change is to provide some level of education to these groups. Any environmental plan that is devoid of either of these components is bound for failure. The following Best Management Practices (BMPs) will assist the facility in successfully transferring information about environmental activities and promoting sustainable business practices.

Objectives:

- Communicate your green commitment and increase patronage of your hotel/inn.
- Educate patrons about sustainability and the environment.
- Brand venue with sustainability.

Performance Indicators:

- Number of green trainings held
- Number of marketing materials produced to help patrons participate in green activities
- Percentage of signage and marketing products printed using vegetable-based inks and chlorine-free recycled paper

Best Management Practices

Provide training to all levels of facility staff on environmental policies, procedures and initiatives.

Timely and pertinent training must be considered a vital part of any environmental improvement program. Ensure that ALL employees understand the facility's environmental policies and their role in implementing and following these policies. Training can be obtained from suppliers, vendors, local utility providers, water management districts and various other environmental specialists. Check out some other informational fact sheets at North Carolina's Green Lodging site.
<http://www.p2pays.org/hospitality/main/facts.htm>

Ensure that training on environmental policies and procedures is provided in languages according to staff needs.

The workforce in the lodging industry is an ethnically diverse population. Where possible, training should be provided in the audience's language of first choice to facilitate clearer understanding and easier adaptation of environmental policies and initiatives. Printed training materials should be translated to the most common non-English native language of the facility. Spoken training should be given in the listener's native language, where possible. Florida's green lodging program has some great

examples of posters, letters and signage to help communicate with staff.

<http://www.dep.state.fl.us/greenlodging/tech.htm>

Regularly discuss environmental practices at staff events and meetings.

Communicate environmental initiatives at staff meetings and events. At least one environmental topic should be presented at each meeting. Invite outside speakers to address employee groups about smart environmental practices they can do at home and work.

Join a voluntary local or state environmental excellence program that recognizes achievement and provides resources and support for continuing environmental efforts.

- The Kentucky Department for Environmental Protection's voluntary environmental leadership program, KY EXCEL, has different levels of membership and offers public recognition and incentives to encourage participation and growth. Go to <http://www.dca.ky.gov/kyexcel/> or call John Eisiminger at 800-946-8111. This program is free and offers benefits such as reduced DCA training costs, networking opportunities and an annual members' meeting.
- Promote environmental causes, such as DCA's 10.10.10. Challenge. <http://dca.ky.gov/Pages/101010Challenge.aspx>
- The Bed and Breakfast Association of Kentucky has a green lodging certification program. <http://www.kentuckybb.com/green-lodging.php>
- Look for other certification programs and listings on the web. Some third party certifications and website listings charge a fee.

Buy signage and marketing collateral from environmentally responsible companies that print with vegetable-or soy-based inks on chlorine-free recycled paper. Many companies will offer these services, even if they do not advertise it, so be sure to ask.

- Bluegrass Print of Lexington, Ky. is a full-service printing company that offers a green upgrade to soy-based inks and recycled paper at no extra cost. <http://www.bluegrassprint.com/>
- Liberty, a print communications company in Bowling Green, Ky., provides clients with eco-friendly printing solutions and runs the business with the environment in mind. <http://libertyprintgreen.com/>

Share environmental tips with employees and visitors.

- EPA's Environmental Tips: <http://www.epa.gov/earthday/tips.htm>

- Global Stewards' Environmental Tips for Individuals: <http://www.globalstewards.org/ecotips.htm>
- Natural Resources Defense Council's Green Living: <http://www.nrdc.org/greenliving/?gclid=CO6Rwq7ngpsCFQVuswodEj34dA>
- Earth Share's Green Tips: <http://www.earthshare.org/green-tips.html?gclid=COWq5sXngpsCFQlwxwodqV2N6w>

Don't distribute marketing material, giveaways, or prizes that will only create waste. Consider that many of the materials given out at events eventually end up in the landfill.

Advertise and offer information on local eco-tourism options.

In Florida, hotel guests often plan to spend a large amount of time outdoors during their visit. Provide guests with alternatives to the traditional planned excursions. Popular ideas include guided kayaking, fishing and sailing trips, informational nature tours and visits to state and local parks and recreation areas.

Don't oversell or bend your environmental achievements. Greenwashing can be harmful to your establishment's reputation. Make sure that you are not committing one of the seven sins of greenwashing.

<http://sinsofgreenwashing.org/> offers detailed guidance.

Become a drop-off point for used sports gear that either gets recycled or donated to a community charity.

Host or sponsor community service events such as tree plantings, neighborhood cleanups, recycling drives and household hazardous waste collection events.

Clearly communicate with your guests and staff.

- Place placards detailing linen reuse programs
- Post your recycling guidelines in guest rooms, vending areas, lobby, back of house and around any receptacles
- Use in-house t.v. channel to talk publicize your initiatives
- Post waste generation, water usage and utility consumption information in employee areas
- Include information about initiatives in marketing materials, on your website and any social media outlets you have.
- Highlight employee achievements
- Regularly communication updates on your efforts at staff meetings and in newsletter, e-mails, etc.

Site Selection, Construction, and Renovation

Objectives:

- Build and/or retrofit high-efficiency buildings.
- Maximize energy and water use, eliminate excessive use.
- Enhance the local environment.
- Support local and sustainable businesses and suppliers.
- Foster a sense of community.
- Preserve undeveloped land.
- Promote good air quality.
- Reduce the heat island effect.
- Control stormwater runoff.
- Reduce waste to landfill.

Performance Indicators:

- LEED certification
- Percentage of paint used that is low-VOC or water-based paint
- Percentage of wood used that is low impact
- Percentage of construction waste recycled
- Percentage of construction materials used that are recycled
- Percentage of windows and doors that are energy efficient
- Percentage of pavement and concrete that is pervious
- Existence of a green roof
- Existence of alternative parking
- Percentage of materials locally sourced
- Amount of undeveloped land destroyed during construction and renovation

Best Management Practices:

Consider building a LEED certified facility or modifying your current facility to be LEED certified. Many of the methods in this section can earn points toward LEED certification.

- Check out the U.S. Green Building Council's LEED website for basic information about the program to the detailed steps necessary to obtain certification.
<http://www.usgbc.org/DisplayPage.aspx?CMSPageID=1988>.
- For site-specific consultation, shop for private interior designers, architects, landscapers, and the like who are accredited LEED professionals. Professional LEED credentials and certifications include LEED AP and LEED Green Associate status.
- The U.S Division of Energy Efficiency and Renewable Energy have a Commercial Building Initiative with comprehensive resources for businesses to

improve the energy of their building. Visit http://www1.eere.energy.gov/buildings/commercial_initiative for further assistance.

Take advantage of natural light when building a new structure. Orient the building and place windows in order to minimize heating and cooling needs.

- For comprehensive resources on how to take advantage of passive solar visit http://www.energysavers.gov/your_home/designing_remodeling/index.cfm/mytopic=10250 a resource bank from the U.S Department for Energy. Although the page is addressed to homes, businesses can find the same benefits.
- For a case study on the benefits of passive solar review Jack Hedge of DesignGroup's report at <http://www.greenenergyohio.org/page.cfm?pageID=1029>.
- For site-specific consultation, talk to an architect and/or designer about passive solar.

Look for environmentally friendly décor such as low VOC paints and carpets.

- The EPA offers a guide to choosing environmentally-friendly paints and how to paint in a manner that reduces health risks and environmental pollution. Go to <http://www.epa.gov/iaq/schooldesign/controlling.html#Paints%20and%20Coatings>, and then click on "Paints and Coatings."
- Ask your interior designer to suggest environmentally friendly materials.

Build with sustainable wood, such as certified (FSC), local, low-impact (bamboo), recycled, and reclaimed wood, and avoid old-growth or virgin timber.

Develop on Brownfield properties or existing sites in city centers.

- For more information on the EPA Brownfield Program in Kentucky, go to <http://www.dca.ky.gov/brownfields/>, or call Herb Petitjean or Amanda LeFevre of the Division of Compliance Assistance at 800- 926-8111.

Build with recycled materials such as steel, concrete, plastic, and glass.

- To find a construction materials recycler, check out the Construction Materials Recycling Association's website. <http://www.cdrecycling.org/home>.
- To find a construction materials recycler, visit Kentucky Industrial Materials Exchange at www.kppckime.org.

Recycle demolition and construction waste.

- To find a construction materials recycler, check out the Construction Materials Recycling Association's website. <http://www.cdrecycling.org/home>.
- To find a construction materials recycler, visit Kentucky Industrial Materials Exchange at www.kppckime.org.

Always install energy efficiency appliances and equipment.

Energy efficiency modeled equipment tend to have higher upfront costs, but by nature bring steady savings on utility bills compared to conventional modeled equipment. Opportunities to purchase high-efficiency equipment are available but not limited to HVAC systems, water heaters, refrigerators, hot food holding cabinets, windows, doors, fans, and EXIT signs.

- Shop at www.energystar.gov for high-efficiency equipment specifications and store locations.
- Before installing new equipment, seek consultation on the highest efficiency products on the market.

Other Great Resources

Florida Green Lodging Program- Resources, information and tools to help you green your facility. <http://www.dep.state.fl.us/greenlodging/>.

North Carolina's Plan for Green Hotels- Resources, checklists, etc to help guide you through the greening process. <http://www.p2pays.org/hospitality/>.

Green Lodging News serves as the hospitality Industry's source of all things green. <http://www.greenlodgingnews.com/>.

Portfolio Manager by Energy Star allows businesses a free online account for conveniently benchmarking and tracking energy and water use, subsequent utility bills, and CO2 emissions. http://www.energystar.gov/index.cfm?c=evaluate_performance.bus_portfoliomanager.

Green meeting planner checklists

Check out these green meeting checklists to see what green conference and meeting planners want when scoping out potential venues.

http://www.greenhotels.com/images_2/pdf/mtgplnr1.pdf

Green Hotel Checklists

These checklists can help spur your imagination when considering what green practices to implement.

The Green Hotel League has a basic checklist for greening a facility.

<http://www.greenhotelleague.com/docs/Green-Hotel-Checklist.pdf>

South Carolina's Green Lodging application has a checklist of green practices that your facility can implement.

<http://www.schospitality.org/associations/1101/files/SCGreenHospitalityapplication.pdf>

Florida's Green Lodging Application is a good way to get a baseline of current activities and see what greening possibilities exist in the lodging industry.

<http://www.dep.state.fl.us/greenlodging/files/designationapplication1.pdf>

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